

SYSTEM-OF-SYSTEMS THAT ACT **LOCALLY** FOR OPTIMIZING **GLOBALLY**

EU FP7 - SMALL/MEDIUM-SCALE FOCUSED RESEARCH PROJECT (STREP)
FP7-ICT-2013.3.4: ADVANCED COMPUTING, EMBEDDED AND CONTROL SYSTEMS
D) FROM ANALYZING TO CONTROLLING BEHAVIOUR OF SYSTEM OF SYSTEMS (SOS)

Kick-off Meeting

WP7: Dissemination & Exploitation
Eduardo Gilabert, IK4-Tekniker

23 Oct. 2013
Aachen

Local⁴Global

Contact Information

For information regarding this Project: Check the Project Web-Site: <http://local4global-fp7.eu>

Participants	
1	CERTH - Centre for Research and Technology
2	ETHZ – Eidgenössische Technische Hochschule Zürich
3	RWTH – RWTH Aachen University
4	IK4 – IK4 TEKNIKER
5	TRV – TRANSVER GmbH
6	TUC – Technical University of Crete
7	TUM – Technische Universität München

Project Acronym: Local4Global

Project Number: 611538

Project Start Date: October 2013

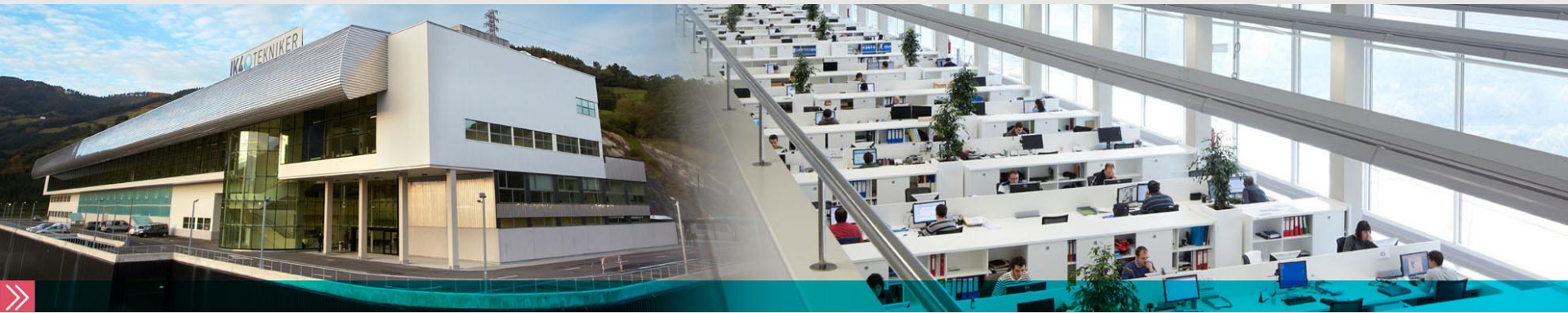
Duration: 3 Years

Funded by: EU FP7

Program Name:

EU FP7 - SMALL/MEDIUM-SCALE FOCUSED RESEARCH PROJECT (STREP)
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IK4-Tekniker



- **Mission:**

“**IK4-TEKNIKER** is a **technology centre** staffed by people who are committed to promoting the **ability to innovate** on the part of our **customers** and increase their technological capital to help them become more **competitive** through the generation and application of **scientific and technological knowledge.**”

- Founded in 1981 as a privately-owned, not-for-profit technology centre.
- Member of the IK4 Research Alliance technology platform.
- Specialized in Manufacturing.

IK4-Tekniker - People Involved

- Aitor Arnaiz - Coordinator



- Eduardo Gilabert – Researcher/Developer



- Álvaro García – Researcher/Developer



Introduction - Presentation

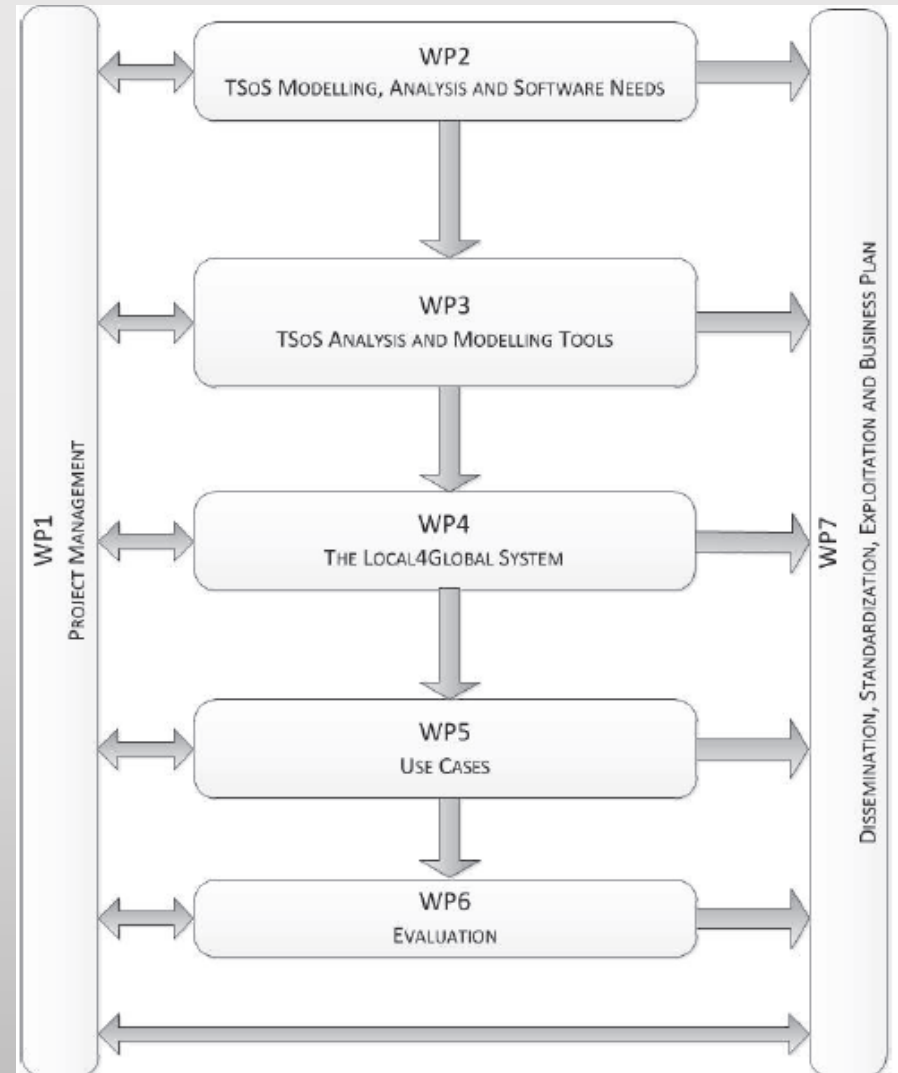
- Work Package 7 objective & tasks
- Dissemination plan
- Exploitation plan
 - Market Analysis
 - Business model
 - Stakeholder Analysis & Target groups

WP7 summary

**WP7 Dissemination,
Standardization, Exploitation
and Business Plan**

Leader: IK4 Tekniker

Main Objective: To develop a string **awareness** of Local4Global project at European level, with the aim to increase the **impact and the exploitation opportunities**



WP7 Tasks

Activity	2013		2014				2015				2016		
	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4	Q1	Q2	Q3
WP7 Dissemination, Standardization, Exploitation and Business Plan													
Task 7.1: Dissemination Plan													
Task 7.2: Dissemination Activities													
Task 7.3: Business model, Standardization & Exploitation													

WP7 Tasks

Task 7.1: Dissemination Plan (Task Leader CERTH)

- A dissemination plan will be designed providing the overall **communication strategy** and **list of scheduled activities** to perform during the project
- Deliverable 7.1: Dissemination plan. M8

Task 7.2: Dissemination Activities (Task Leader CERTH)

- Dissemination plan will produce a dissemination pipeline with all the activities to be performed.
- Deliverable 7.2: Dissemination Activity Report. M12, M24, M36

WP7 Tasks

Task 7.3: Business model, Standardization & Exploitation (Task Leader IK4)

- Aspects relative to exploitation and **commercialisation** of the project results and the overall **economic viability** of the initiative in the med-term. It will describe how the **consortium members** intend to take forward the work of Local4Global project.
- Deliverable 7.3: Business Model & Exploitation plan. M32, 36.
- Deliverable 7.4: Standard for TSoS. M36

WP7 Dissemination plan

- Several dissemination activities:
 - Local4Global website (public and limited area for partners)
 - <http://www.local4global-fp7.eu>
 - Leaflet & Short video
 - Collaboration with other R&D project
 - Scientific publications in international journals (related to CPS, SoS)
 - Participation in conferences
 - Course materials for Universities
 - Open-house fairs for uses cases
 - Establishment of a Local4Global-interesanted community and Advisory Board at the launching of the project
 - Participation of project partners in influential bodies
- FIRST VERSION TO **MONTH 6**

WP7 Exploitation plan

- Market linked to **project results**:
 - developers & providers of sensors
 - Control systems & interfaces for traffic/transport systems and buildings
- **Generic** point of view:
 - Developers, providers, authorities covering Energy and Resource management, Transport and Industry sectors.
- Exploitation plan: how consortium members will exploit results:
 - Strategic definition
 - Product and Services Analysis
 - Market Analysis
 - Implementation plan
 - Management issues
 - Financial plan
- First Exploitation plan ready for **MONTH 9**.

Exploitation: Market analysis

- The market analysis should be based on **data collection**, accomplished by mining data from published sources (public domain) and industry partners interviews (members of the Local4Global consortium)
- The goal is to understand the **potential acceptance or rejection of the Local4Global products and services** and to plan accordingly,. The market analysis consider the following elements:
 - Market size (current and future)
 - Market growth rate
 - Market profitability
 - Industry cost structure
 - Distribution channels
 - Market trends
 - Key success factors

Exploitation: Market analysis

A market is formed at the intersection of the three dimensions:

- **Consumer.** A group of consumers has a **common set of objectives** that are satisfied by services/products
- **Product.** A supplier offers services/products to a market to **satisfy consumer objectives.**
- **Geography.** Consumer objectives, and the services/products that meet those objectives, have to be available in a **common location**, for a transaction to take place, and a market to exist.

The consumer dimension is particularly relevant because the existence of distinct **sub-sets of consumers** with different requirements of a service, different channels to market, and the possibility of price discrimination between them.

Exploitation: Stakeholder analysis and Target groups

An initial **identification of possible target groups** addressed by Local4Global solution (possible partners, possible customers) has been carried out and results are presented as follows.

- Municipalities
- Urban designers and Engineering / Architects studies
- Facility managers:
 - Civil infrastructures
 - Industrial plants / Industrial district consortia
- IT Providers / Specialists
- Installers
- Governments / Policy Makers

Exploitation: Business Model

Pillar	Business Model Building Block	Description
Product / Service	Value proposition	<i>The Value Propositions Building Block describes the bundle of products and services that create value for a specific Customer Segment</i>
	Customer Segments	<i>The Customer Segments Building Block defines the different groups of people or organizations an enterprise aims to reach and serve</i>
Customer Interface	(Distribution) Channels	<i>The Channels Building Block describes how a company communicates with and reaches its Customer Segments to deliver a Value Proposition</i>
	Customer Relationships	<i>The Customer Relationships Building Block describes the types of relationships a company establishes with specific Customer Segments</i>
Infrastructure Management	Key activities	<i>The Key Activities Building Block describes the most important things a company must do to make its business model work</i>
	Key resources	<i>The Key Resources Building Block describes the most important assets required to make a business model work</i>
	Key partnership	<i>The Key Partnerships Building Block describes the network of suppliers and partners that make the business model work</i>
Financial Aspects	Cost Structure	<i>The Cost Structure describes all costs incurred to operate a business model</i>
	Revenue streams	<i>The Revenue Streams Building Block represents the cash a company generates from each Customer Segment (costs must be subtracted from revenues to create earnings)</i>

Thank you for your attention